



HK Forum for Responsible Drinking
香港理性飲酒促進會

適可而止： 推動本港理性飲酒



香港理性飲酒促進會 (FReD) 致力在本地宣揚理性飲酒，並積極與政府、立法會議員、餐飲業、消費者及其他相關人士合作，把理性飲酒的信息帶給社會大眾。

我們希望阻止



酒後駕駛



懷孕期間*飲酒



未成年飲酒



暴飲

*或於餵哺母乳期間



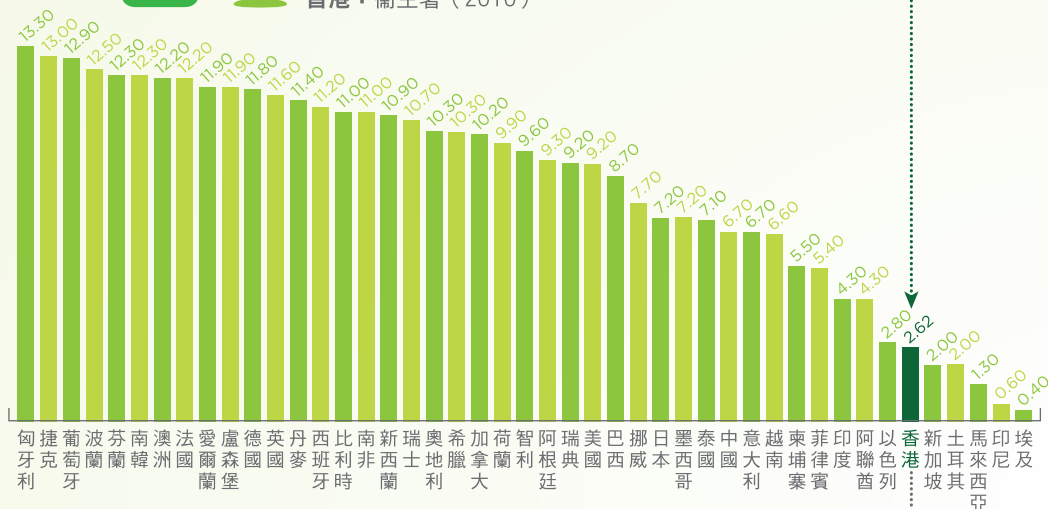
比較香港與世界各地的飲酒情況

香港15歲以上人口的人均純酒精攝取量為全世界最低的地區之一。

資料來源：

香港以外地區：世界衛生組織（2010）

香港：衛生署（2010）



香港的人均飲酒量於2009-2017年間呈上升趨勢。

資料來源：衛生署

備註：人均飲酒量是用作監測人口層面的酒精消費趨勢和用作國際間的比較。然而，人均飲酒量並未能完全反映本地人的實際飲用量。這是由於有關數字的準確性可受到多種因素影響，例如收藏量和訪港旅客的飲酒量等。

*葡萄酒和酒精濃度不多於30%的飲品酒稅自二零零八年二月起已獲豁免。



我們的目標

向公眾灌輸有關 暴飲風險的知識



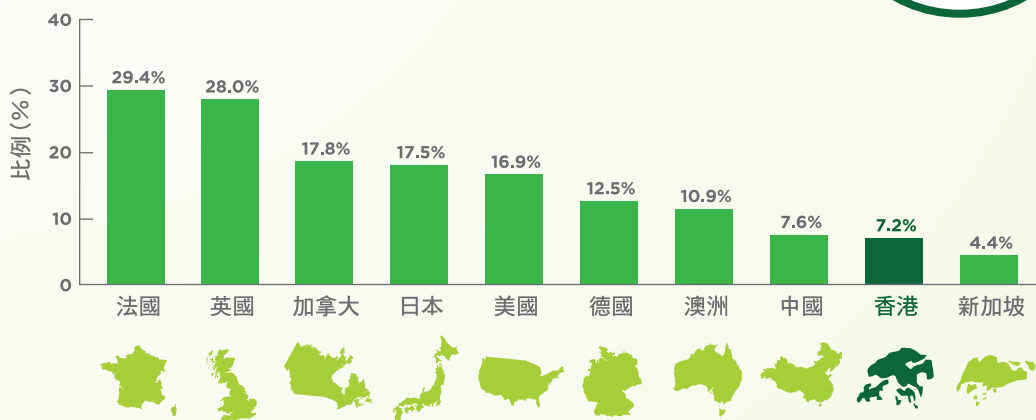
暴飲的定義

暴飲的定義各有不同，但世界衛生組織認為暴飲是指一次過飲用六個標準酒量的純酒精。每一「標準酒量」含10克純酒精。



比較香港與世界各地的暴飲情況

香港的暴飲程度為全世界最低的地區之一。



資料來源：

香港以外地區：世界衛生組織（2010）－在過去30日一次過飲用最少60克或以上純酒精；年齡15歲以上人士

香港：衛生署（2010）－調查前一個月一次過飲用至少五杯或五罐酒精飲品；包括年齡不詳之人士。



打擊暴飲

香港政府的行動



衛生署提供印刷資料、24小時健康教育熱線(2833 0111)、網頁(www.change4health.gov.hk)及電子刊物，教導公眾如何防止酒精相關危害。

衛生界別的行動

醫院和非政府組織為酗酒人士提供多種健康服務，包括東華三院的「遠『酒』高飛」熱線(2884 9876)和屯門酗酒診療所(www3.ha.org.hk/cph/ch/services/at.asp)。



促進會的行動

自2013年，本會透過舉辦大學校園活動宣傳暴飲的危害，並推廣理性飲酒，活動至今已有逾10,000名大學生參與。

你的支持至為重要，現在就出一分力吧！

請登入 **www.fred.org.hk**
承諾支持反暴飲及瞭解更多資訊。

立即行動！



香港理性飲酒促進會(FReD)於2010年成立，促進會相信只要持有正確的飲酒態度，飲酒可以成為我們生活的一部份。作為酒精飲料業的主要成員，促進會抱有堅定的信念，認為啤酒、烈酒和葡萄酒的進口商、分銷商和銷售商應當社區大使勵鼓勵理性飲酒，令飲酒成為生活享受的一部份。

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KNOW YOUR LIMIT:

Promoting Responsible Drinking in Hong Kong



THE HONG KONG FORUM FOR RESPONSIBLE DRINKING (FReD) is committed to promoting responsible drinking. The alliance seeks to engage Government, law makers, consumers and other stakeholders to promote responsible drinking in Hong Kong.

FReD SEEKS TO PREVENT



**DRINK-
DRIVING**



**DRINKING
WHILE PREGNANT***



**UNDERAGE
DRINKING**



**BINGE
DRINKING**

*Or while breastfeeding.



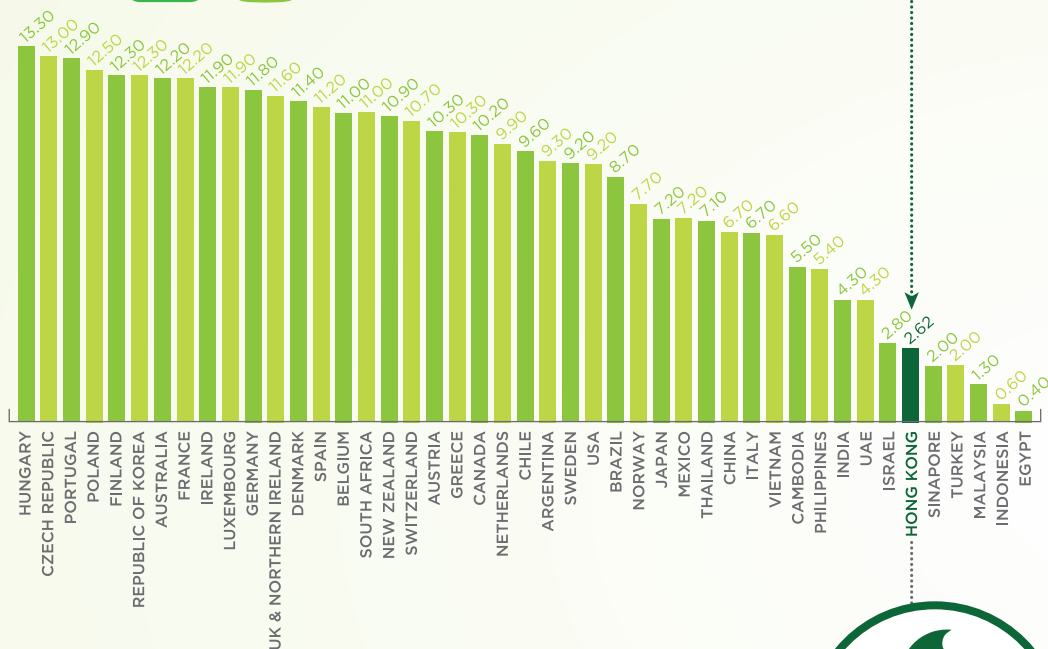
DRINKING IN HONG KONG VS. THE WORLD

Hong Kong adult (15+) per capita consumption of pure alcohol is one of the lowest in the world

Source:

Regions other than Hong Kong: World Health Organization (2010)

Hong Kong: Department of Health, HKSAR Government (2010)

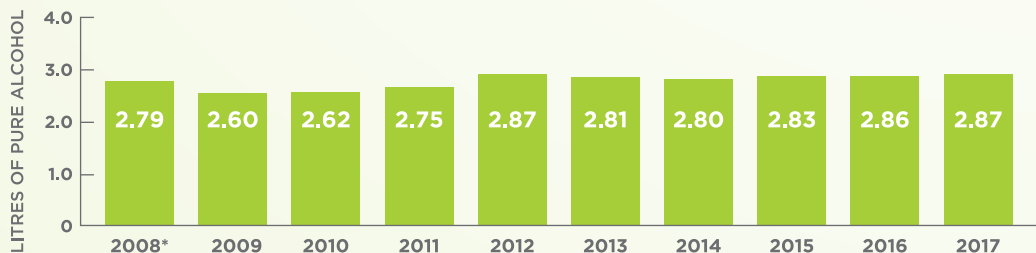


In Hong Kong, the alcohol consumption per capita of Hong Kong had an increasing trend from 2009-2017.

Source: Department of Health, HKSAR Government

Note: Alcohol consumption per capita is used for monitoring the trend and for international comparison of alcohol consumption at the population level, but may not be able to fully reflect the actual drinking amount in local population. It is because the accuracy of the figure may be affected by many factors, such as stockpiling and tourist consumption, etc.

* The exemption of duty for wine and liquor with an alcoholic strength of not more than 30% has been implemented since February 2008.



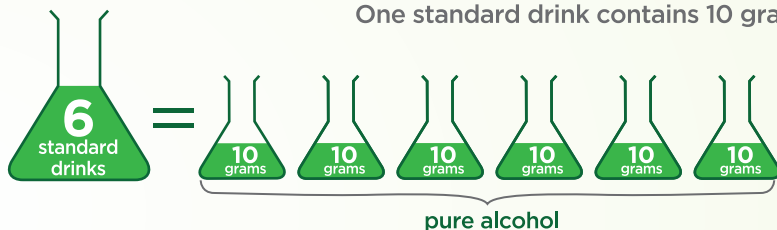
OUR GOAL

Educate the public on the risks associated with binge drinking



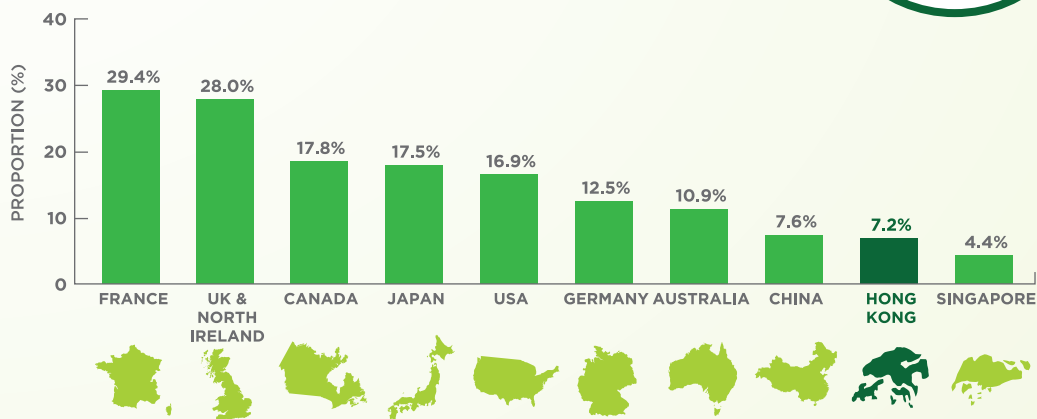
DEFINITION OF BINGE DRINKING

Definitions of binge drinking vary but the World Health Organization considers binge drinking to be **drinking six or more standard drinks during one drinking occasion**. One standard drink contains 10 grams of pure alcohol.



BINGE DRINKING IN HONG KONG VS. THE WORLD

The level of binge drinking in Hong Kong is one of the lowest in the world.



Source:

Regions other than Hong Kong: World Health Organization (2010) - Consumed at least 60 grams or more of pure alcohol on at least one occasion in the last 30 days; age of 15+

Hong Kong: Department of Health, HKSAR Government (2010) - Drank at least 5 glasses or cans of alcoholic drinks on one occasion during the month prior to the survey; including unknown age



ACTION AGAINST BINGE DRINKING

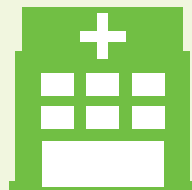
HKSAR GOVERNMENT'S RESPONSE



The Department of Health provides printed materials, 24-hour education hotline (2833 0111), website (www.change4health.gov.hk) and electronic publications to educate the public on the prevention of alcohol-related harms.

HEALTH SECTOR'S RESPONSE

Hospitals and NGOs provide various health services to people with alcohol-related problems. Some services available include Tung Wah Group of Hospitals "Stay Sober, Stay Free" hotline (2884 9876); and the Tuen Mun Alcohol Problems Clinic (www.ha.org.hk/cph/en/services/at.asp).



FReD'S RESPONSE

Since 2013, FReD has engaged over 10,000 university students in its on-campus campaign. The campaign aims at raising awareness of the dangers of binge drinking and promoting responsible consumption of alcohol among university students.

SO HERE'S WHERE YOU COME IN!

Pledge your support against binge drinking and learn more responsible drinking information at www.fred.org.hk

SUPPORT US NOW!



Established in 2010, the Hong Kong Forum for Responsible Drinking (FReD) believes that with the correct attitudes towards alcohol consumption, drinking could be part of our way of life. As major players in the alcoholic beverage industry, FReD holds a strong belief that distributors, importers and sellers of beer, spirits and wine should be ambassadors in the community to encourage responsible drinking in order to make drinking an enjoyable part of life.

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